Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

I. CLAIM AMENDMENTS

Please amend the claims as indicated in the following listing:

1. (currently amended) A programmable apparatus for providing a pricing hint during an on-line ~~sale offering~~ auction to a first computer connected to a network comprising:

    a second computer connected to the network;

    a database in the memory of the second computer;

    a program in the memory of the second computer for causing the first computer, ~~responsive to a user selecting the database,~~ to determine if a user wants assistance with a bid in the on-line auction, and when the user wants assistance, causing the second computer to search the database, to identify a pricing hint, and to display the pricing hint to the user on the first computer;

    wherein the user makes the bid in the on-line auction based on the pricing hint.

2. (previously amended) The programmable apparatus of claim 1 wherein the program determines the pricing hint based on historical data by accessing the database to identify a historical price paid at an earlier date for a product matching the online sale offering, and to display the historical price on the first computer as the pricing hint.

3. (previously amended) The programmable apparatus of claim 1 wherein the program determines the pricing hint based on a current price by accessing the database to identify a price

Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

at which the on-line sale offering is currently being publicly offered for sale, and displaying the

currently offered price on the first computer as the pricing hint.

4. (previously amended) The programmable apparatus of claim 1 wherein the program provides

the pricing hint based on a market value by accessing the database to identify a given number of

similar products, to calculate the market value based on the given number of similar products,

and to display the market value on the first computer.

5.   (currently amended) A method for providing a pricing hint during an on-line auction

comprising the steps of:

> selecting an item on which to bid in the on-line auction;
>
> determining whether a user wants assistance with a bid in the on-line auction;
>
> when the user wants assistance, invoking a bid advisor program;
>
> selecting a type of bid assistance; and
>
> responsive to selecting the type of bid assistance, searching a database, determining a

pricing hint based on the type of bid assistance selected, and displaying the pricing hint;

> wherein the user makes the bid based on the pricing hint.

6. (original) The method of claim 5 further comprising the step of placing a bid.

7. (original) The method of claim 5 further comprising the step of selecting a bid assistant.

Page 3 of 13

PAGE 5/15 * RCVD AT 8/27/2007 3:43:34 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-5/12 * DNIS:2738300 * CSID:2144614053 * DURATION (mm-ss):04-34

8. (previously amended) The method of claim 5 further comprising the step of selecting bid assistance based upon historical pricing, by accessing the database to identify a historical price paid at an earlier date for a product matching the online sale offering, and to display the historical price on the first computer as the pricing hint.

9. (previously amended) The method of claim 5 further comprising the step of selecting bid assistance based upon a market value by accessing the database to identify a given number of similar products, to calculate the market value based on the given number of similar products, and to display the market value on the first computer.

10. (previously amended) The method of claim 5 further comprising the step of selecting bid assistance based upon a current offering by accessing the database to identify a currently offered price at which the on-line sale offering is currently being publicly offered for sale, and displaying the currently offered price on the first computer as the pricing hint.

11. (currently amended) A programmable apparatus for providing pricing hints during an on-line auction comprising:

    programmable hardware comprising:

        a server computer;

        a client computer;

        a database;

    a network connecting the server computer, the client computer, and the data base; and

Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

a bid advisor program installed on said server computer that, responsive to ~~user selecting the database~~ determining that a user wants assistance with a bid in the on-line auction, ~~causes~~ causes the server computer to search ~~the~~ a database, and;

causes the client computer to display ~~the~~ a pricing hint;

wherein the database is selected from a group consisting of: a historical price database, current price database, and a market value database;

wherein the historical pricing database contains a plurality of data adapted to be searched by the programmable apparatus so that, when the historical price database is selected, a historical price paid at an earlier date for a product matching the online sale offering ~~can be~~ is identified and displayed on ~~a user's~~ the client computer as the pricing hint;

wherein the current price database contains a plurality of data adapted to be searched by the programmable apparatus so that, when the current price database is selected, a price at which the on-line sale offering is currently being publicly offered for sale ~~can be~~ is identified and displayed on ~~a user's~~ the client computer as the pricing hint; and

wherein the market value data base contains a plurality of data adapted to be searched by the programmable apparatus so that, when the market value database is selected, a given number of similar products can be identified, a market value calculated based on the given number of similar products, and the market value displayed on ~~a user's~~ the client computer as the pricing hint;

wherein the user makes the bid based on the pricing hint.

Page 5 of 13

PAGE 7/15 * RCVD AT 8/27/2007 3:43:34 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-5/12 * DNIS:2738300 * CSID:2144614053 * DURATION (mm-ss):04-34

Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

12.   (previously amended) The programmable apparatus of claim 11 further comprising a historical pricing program installed on said server computer that accesses the historical price database to identify the historical price.

13.   (previously amended) The programmable apparatus of claim 11 further comprising a current price pricing program installed on said server computer that accesses the current price database to identify the current price.

14.   (previously amended) The programmable apparatus of claim 11 further comprising a market value pricing program installed on said server computer that accesses the market value database to identify the given number of similar products and to calculate the market value based on the given number of similar products.

15.   canceled

16.   canceled.

17.   canceled.

18.   canceled.

19.   canceled.

20.   canceled.

21.   (currently amended) A computer readable memory for causing a computer to provide a plurality of pricing hints during an on-line auction comprising:
        a computer readable storage medium;

Page 6 of 13

a market value data base, a historical price database, and a current price database accessible to said computer;

a market value computer program, a historical price program, and-a current price program, and a bid advisor program stored in said storage medium;

wherein the storage medium, so configured by said market value computer program, said historical price program, said current price program, and said bid advisor program computer program, causes the computer to determine whether the user wants assistance making a bid, and when the user wants assistance making the bid, display thea plurality of pricing hints based on a selection by a user of the historical price database, the current price database, or-and the market value database;

wherein the historical pricing database contains a plurality of data adapted to be searched by the programmable apparatus so that a historical price paid at an earlier date for a product matching the online sale offering can be identified and displayed on a user's computer as thea first pricing hint;

wherein the current price database contains a plurality of data adapted to be searched by the programmable apparatus so that a price at which the on-line sale offering is currently being publicly offered for sale can be identified and displayed on a the user's computer as thea second pricing hint; and

wherein the market value data base contains a plurality of data adapted to be searched by the programmable apparatus so that a given number of similar products can be identified, a market value calculated based on the given number of similar products, and the market value displayed on a the user's computer as thea third pricing hint;

wherein the user makes the bid based on a selection from the plurality of pricing hints.

Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

22. canceled.

23. canceled.

24. canceled.

25. canceled.

26. canceled.

27. canceled.

28. canceled.

29. (currently amended) A programmable apparatus for providing a plurality of pricing hints to a

user during an on-line auction comprising:

programmable hardware comprising;

   a server computer;

   a client computer;

   a database containing a plurality of historical data, a plurality of current offering

data, and a plurality of market value data located in a memory of the server computer;

   a web browser program installed on said client computer;

   a bid advisor program installed on said client computer; and

   a network connecting the server computer, the client computer, and the data base;

   wherein the bid advisor program determines whether the user wants assistance with the

pricing hint, and when the user wants assistance, causes the plurality of pricing hints to be

displayed on said client computer;

Page 8 of 13

wherein the plurality of historical data is adapted to be searched by the bid advisor program so that a historical price paid for a product matching the online sale offering can be identified as the a first pricing hint;

wherein the plurality of current price data is adapted to be searched by the bid advisor program so that a price at which the on-line sale offering is currently being publicly offered for sale can be identified as the a second pricing hint; and

wherein the plurality of market value data is adapted to be searched by the bid advisor program so that a given number of similar products can be identified, a market value calculated based on the given number of similar products, and the market value identified as the a third pricing hint;

wherein the user makes a bid based on a selection from the plurality of pricing hints.

30. (previously amended) The programmable apparatus of claim 29 wherein the bid advisor program further comprises a historical price program.

31. (previously amended) The programmable apparatus of claim 29 wherein the bid advisor program further comprises a current price program.

32. (previously amended) The programmable apparatus of claim 29 wherein the bid advisor program further comprises a market value program.

33. (original) The programmable apparatus of claim 29 wherein the data base further comprises an historical pricing data base.

Attorney Docket No. AUS920010327US1
Serial No. 09/903,724

34. (original) The programmable apparatus of claim 29 wherein the data base further comprises a current price data base.

35. (original) The programmable apparatus of claim 29 wherein the data base further comprises a market value data base.

36. (original) The programmable apparatus of claim 29 wherein the bid advisor program is included within the web browser program.